

GLAMOUR.

cc Jack
Scott T

Renee
Lita

June 19, 1995

JUN 21 1995

Ms. Chris Harder
Leo Burnett
35 W. Wacker Drive
Chicago, IL 60601

Dear Chris:

In regard to the anti-smoking mention in GLAMOUR's June issue, please rest assured that GLAMOUR understands Philip Morris' concerns and will be very diligent in alerting you to major pieces that contain negative editorial. On the other hand, we trust that we will not be penalized for small blurbs that inadvertently slip through our screening process.

GLAMOUR continues to be a very credible medium for reaching young women. During the last five years alone, we have won more than 40 journalistic awards for our exceptional reporting. Our publication offers an intelligent mix of fashion, beauty, culture and women's issues. That's why GLAMOUR is the magazine of choice for confident, achievement-oriented women, and is now the largest fashion and beauty magazine in the world with more than 10 million readers.

Philip Morris is a valued client and GLAMOUR will strive to secure a heightened level of satisfaction with us as an advertising vehicle. Let's move forward and make the balance of 1995 a mutually profitable year!

Best regards,

Connie Mullane

CM/cm

cc: Bill Harmon, Leo Burnett
Keri Lemke, Leo Burnett
Shanna Berk, Leo Burnett
Chuck Townsend, GLAMOUR
Debi Fine, GLAMOUR
Judy Mooney, GLAMOUR

We have asked for a revised letter deleting the major + small blurbs mentions BUT to date have not received a more "cooperative" letter.
Bill

2060303238